



# ***The National Diabetes Education Program: “Changing the way diabetes is treated”***

**Sponsors** The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are joint sponsors of the ***National Diabetes Education Program (NDEP)***.

**Purpose** The NDEP is a federally sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes.

**Need** Scientific evidence demonstrates that much of the morbidity and mortality of diabetes can be eliminated by aggressive treatment with diet, physical activity, and new pharmacological approaches to normalize blood glucose levels. Unfortunately, a wide gap still exists between current and desired diabetes care and practices. In addition, public awareness about diabetes is very low, despite the fact that the disease is one of the leading causes of death and disability in the United States, affecting an estimated 16 million Americans, including 5.4 million who are undiagnosed.

**Goal** The NDEP’s goal is to reduce the morbidity and mortality associated with diabetes and its complications.

**Objectives** The NDEP’s objectives are to

- Increase public awareness of the seriousness of diabetes, its risk factors, and potential strategies for preventing diabetes and its complications.
- Improve understanding about diabetes and its control and promote better self-management behaviors among people with diabetes.
- Improve health care providers’ understanding of diabetes and its control, and promote an integrated approach to care.
- Promote policies and activities that improve quality and access to diabetes care.

**Audiences** People with diabetes and their families,\* health care providers, the general public,\* and health care payers, purchasers, and policymakers.

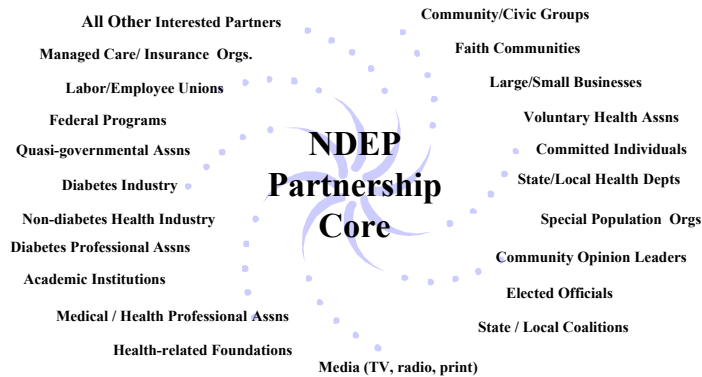
**Strategies** The NDEP will

- Establish partnerships to plan, develop, and implement NDEP nationwide.
- Conduct NDEP mass media awareness campaigns (television, radio, and print).
- Develop culturally and linguistically appropriate messages, tools, and strategies.
- Develop practical guidelines, tools, and resources for community action.
- Influence policies affecting quality and access to diabetes care.
- Provide up-to-date diabetes treatment and management tools and information.

\*Special attention to racial and ethnic minority populations (Hispanic Americans, African Americans, Asian Americans, Pacific Islanders, and American Indians) who have a higher disease burden.

**Partners** An essential component of the NDEP is its national network of public and private sector partners. “Partners are the NDEP.” Partners actively participate in developing all components of the program. There are currently eight partner-based program development work groups: Community Intervention, including four minority subcommittees (Hispanic/Latino, African American, American Indian, and Asian American/Pacific Islander); Business and Managed Care; Team Approach to Care; Guiding Principles; Diabetes Risk Tables; Children and Adolescents; HCFA Medicare Benefits; and Program Evaluation.

### NDEP Partnership Network Model



**Getting Involved** The NDEP is implemented through a variety of settings. Partners work with the NDEP in a variety of ways. They integrate NDEP messages into programs, promote and utilize NDEP awareness and education products, involve new partners, collaborate with other organizations to mobilize media participation, conduct community intervention activities, address the needs of minority populations, and influence the health delivery system to improve quality and access.

### Timeline

Key NDEP dates in 1999:

- Implement HCFA Medicare expanded benefits campaign—April 1999.
- Implement minority awareness campaigns (African American, American Indian, Asian American/Pacific Islander, and Hispanic/Latino)—Summer 1999.
- Convene Second Partnership Meeting—May 1999.
- Introduce *Diabetes: A Guide for Community Partners*—1999.
- Disseminate business and diabetes document—1999.
- Disseminate team approach to care document—1999.

### For More Information

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You may also visit the National Diabetes Education Program's Web sites at <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes> or call 1-800-438-5383 for updates on the program's progress.